

FURTHER USAGE LOGO

LOGO COLOR

If the logo is used on a white background, a solid color from the designated color palette should be used. When the logo is placed on a solid-colored background, the logo should be reversed out to white. If the color of the background is black, the logo should either be reversed to white or it can be one of the primary colors from the designated color palette. Whenever possible, it is best to use the logo reversed out in white [especially in ads and photographs].















PRIMARY

SECONDARY









